

BRIEF	Reputation Audit	
Prepared For:	Ottawa Police Service	
Prepared By:	Navigator	February 6, 2022

Overview

Navigator conducted a scan and analysis of relevant media, social media, and political commentary relating to Chief Sloly's reputation across local media, national media and social media.

Key Takeaways

- Of the over 20,000 social media related to the Ottawa Police posted today, only 1 percent of them were related to Chief Sloly resigning.
- Social media posts calling for Chief Sloly to lose his job are largely originating from Ottawa and Toronto, as nearly three quarters of all posts calling for his resignation originated from one of these two cities over the past 24 hours.
- The volume of social media conversation around Chief Sloly and Ghada Melek continues to be minimal.
- There have been 92 mentions across local and national media mentioning resignations relating to Chief Sloly since the onset of the protest.
- The [petition](#) calling on the resignation of both Chief Sloly and Mayor Jim Watson has approximately 3,000 signatures as of 4:00pm EST on Feb 7, 2022. This has increased by approximately 1,300 signatures since yesterday.
- Following the Ottawa police enforcement on Sunday local media coverage reported that police were taking more action to contain the protest which reflects well on the Chief, but many are still critical on the overall lack of action from the police as people walk on the street with fuels and supplies.
- The commentary on traditional media is focused on general police inaction and less about specifically calling on Chief Sloly to resign. However, Chief Sloly represents the Ottawa Police and indications that the Police aren't taking action will have a spill over impact on Chief Sloly's reputation.
- The Chief announcing that he will not resign has received traditional media pickup but limited social media conversations. Traditional media coverage has been fair and includes positive quotes from the Chief such as, "I came here to do a job and I'm going to get that job done all the way through."
- From our analysis, no major politicians have called on the Chief's resignation.

Local Media

The chart below highlights local media commentary on Chief Sloly's reputation. The comments below provide an overview of the key themes including many calling for Chief Sloly's resignation and the lack of police action.

Name	Organization/Role	Comments
Brian Lilley	Ottawa Sun	What was allowed to happen in our nation's capital is a failure of Watson and police Chief Peter Sloly. (Ottawa Sun)
Josh Pringle	CTV News Ottawa	@MrLeslieRoberts asks Chief Peter Sloly if he will resign over the police handling of the Freedom Convoy demonstration. "Absolutely not. I came here to do a job," said Sloly. #ottnews (Twitter)
Michael Woods	CTV News Ottawa	Ottawa's police chief says he has no plans to resign amid criticism of his handling of the trucker protests that have occupied the city's downtown for more than a week. (CTV News Ottawa)
Judy Trinh	CBC Ottawa	For me, there's something unsettling about the sight of a Black police chief being undone by a group of predominantly white men flouting laws. A long thread on the tensions within the OPS that may shed light on what action is and isn't being taken. (Twitter)
Tim Abray	Ottawa Citizen	This is appalling. Why is there no attempt to turn them back? This is flagrant and provocative. Failing to detain them or, at least, cite them is irresponsible. It send a message that they can do what they want. You have to commit, Chief Sloly. (Twitter)
Kelly Egan	Ottawa Citizen	The good news, though, and maybe Sloly should have been more clear about this, is that actual enforcement is beginning to happen and there is, no doubt, a plan being worked on to tighten the

		perimeter on the core group of trucking protesters. And Sunday morning brought news the police have, in fact, been doing more than passively patrolling. (Ottawa Citizen)
--	--	---

National Media

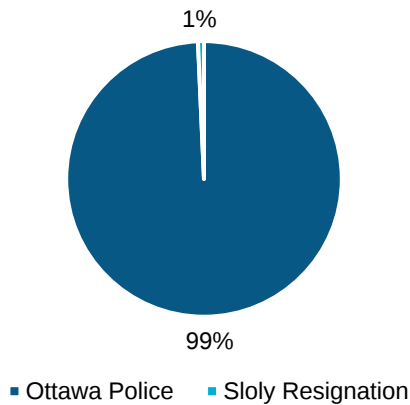
The chart below highlights national media commentary on Chief Sloly's reputation. The comments below provide an overview of the key themes including most comments from Toronto based reporters and mentions of Chief Sloly's time in Toronto Police.

Name	Organization/Role	Comments
Shawn Micallef	Columnist - Toronto Star	Sloly is done. City no longer has confidence. Unless: if there's actually an insurrection within his force he needs to speak openly about it now - no more blue wall of silence. This is an opportunity to really air out police force rot (not just Ottawa). If not now, when? (Twitter)
Sue-Ann Levy	Toronto Sun	Shame on Peter Sloly. Shame on Jim Watson. Liberal puppets both. (Twitter)
Lorrie Goldstein	Toronto Sun	Source: Deputy chief Peter Sloly slams bloated police budget: Passed over for the top job with Toronto police, Sloly says harnessing technology could allow the service to drop "several hundred police officers." https://thestar.com/news/gta/2016/01/18/deputy-chief-peter-sloly-pushes-for-change-amid-low-point-and-looming-crisis.html Of course, he certainly isn't saying that now (Twitter)

Social Media

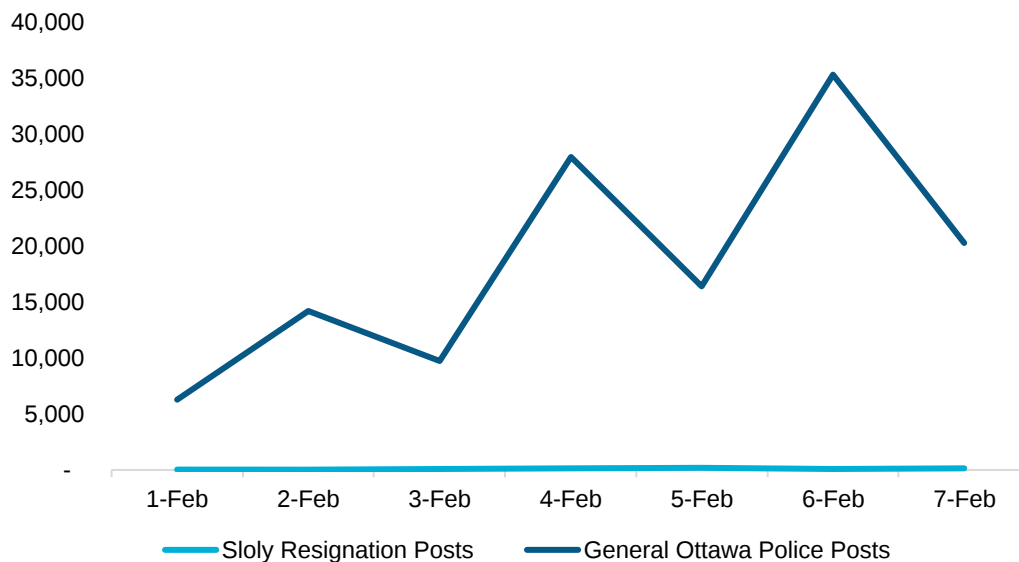
Although the volume of social media posts calling for Chief Sloly to resign has increased in recent days, this story is still an extremely minor part of the social media discourse related to the protests. Of the over 20,000 social media related to the Ottawa Police posted today, only 1 percent of them were related to Chief Sloly resigning. The vast majority of posts are general commentary on the ongoing protests.

Focus of Social Media Posts

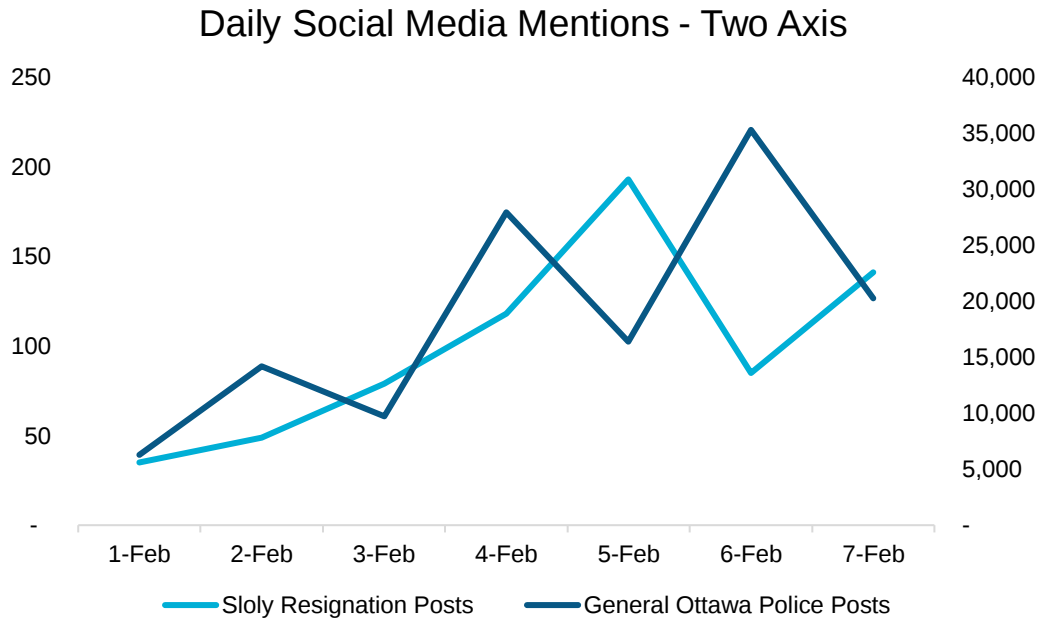


The graph below shows how volume of social media posts has progressed over the past 7 days for all posts related to the Ottawa Police, and posts specifically calling on Chief Sloly to lose his job. As can be seen on the graph, posts calling for Chief Sloly to lose his job have not yet made up a significant portion of social media posts related to the Ottawa Police's response to the protests.

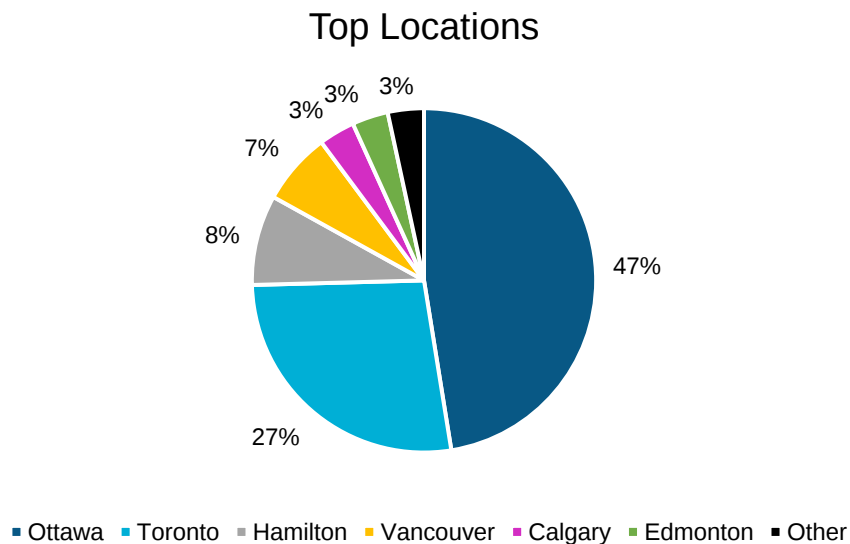
Daily Social Media Mentions



To better analyse how the volume of posts related to Chief Sloly losing his job correlates to the overall volume of social media activity, this graph shows the same data as the graph above, but with *General Ottawa Police Posts* plotted on the right axis, and *Sloly Resignation Posts* plotted on the left axis. This graph shows that the volume of posts calling for Chief Sloly to lose his job increases as the overall volume of social media posts related to the protests increases, but as was seen on the previous graph, posts related to Chief Sloly losing his job have not yet made up a significant portion of overall social media activity.



Social media posts calling for Chief Sloly to lose his job are largely originating from Ottawa and Toronto, as nearly three quarters of all posts calling for his resignation originated from one of these two cities over the past 24 hours.



Name	Organization/Role	Comments
u/pfchangwraps	Reddit commentator	In December, Sloly openly threatened to cut police services to the people of Ottawa because OPS “only” got an 11 million dollar budget increase when they asked for 13 million:

		"Sloly told council Wednesday that there will be "significant risks" to policing in Ottawa as a result of the reduced funding hike. He said the service would go through the budget "line by line" to find the extra \$2 million in savings and did not rule out cutting police capacity to respond to calls from the public." A couple of months later, turns out there is enough money in the budget to pay a high-end PR firm to help convince Ottawa that OPS is doing its job properly, all appearances to the contrary. Fire Sloly. (Link)
Vickie Val Kyrie	Facebook commentator	#ottawapolice #freedomconvoy2022canada Ottawa Police Service - Service de police d'Ottawa Ottawa Police Department Illinois You should be ashamed of yourself Chief Sloly; not only are you lying on TV about the protest but you are showing the officers patrolling the peaceful protest where you stand. I hope that polices in the street sees you for who you are! WE HAVE THE CONSTITUTIONNAL RIGHT TO PROTEST ! Please stand with us officers, we need you to stand for WHAT IS RIGHT ❤️👊🇨🇦 (Link)
Michael Bryden	Twitter commentator	@OPSchiefSloly Sloly, I expect you will do the right thing after truckers are gone AND RESIGN! You could have stemmed this protest early after it extended, but you procrastinated and allowed it to grow locally, and gave protesters in other jurisdictions hopes of no retribution! (Link)
Marg Bartlett	Twitter commentator	Insane delay. What kind of Policing & Managing our capital city are both Chief Sloly and Mayor Watson providing? #ChiefSloly has acted SO slowly. Protesters have occupied Ottawa for a week. #Resign fast Chief Sloly. #ResignSloly #OttawaSiege (Link)
SuperSpreaders	Twitter commentator	Ottawa, what do you know about your police chief? He's a former UN peacekeeper; actually a Toronto native and cop, "resigned" after accusing his own force of being racist and overfunded. Woke af. Obsessed with race. Heavily globalist-connected. #SlolyResign (Link)

Marc-André Lussier	Twitter commentator	@fordnation would you call on @OPSchiefSloly to resign? Do you believe he is failing to uphold the law and order within Ottawa? Do you believe he failed to uphold his oath? Do you still have any trust left in him and the Ottawa Police Board @dianedeans? #SlolyResign #OttawaSiege (Link)
Karlene Nation	Twitter Commentator	UNETHICAL @OttawaPolice chief Peter Sloly & @JimWatsonOttawa TURNED OFF CCCTV cameras so there would be no video of #Truckers protest being peaceful. Sloly/Watson concocted LIES about violence at protest when there is none. These two unethical liars should be forced to resign! (Link)
Rob Gill	Twitter commentator	Police Chief Peter Sloly, who donated \$500 to an anti-Muslim Conservative candidate, has instructed his officers to stand down because he's sympathetic to the terrorists holding Ottawa hostage. He must be forcibly removed from his position. #OttawaPoliceFailed #ottawaseige (Link)
Cameron	Twitter commentator	Sloly is delusional. @dianedeans he needs to be relieved of his command. #FireSloly (Link)